

Managing deliveries has never been more crucial to overall business success. In terms of logistics, the competitive advantage depends on the efficient delivery of products. In terms of cost, transportation constitutes the single largest segment of overall logistics cost and must be managed carefully to avoid negative impact on the business' bottom line.



## Transportation and Logistics Solution Sheet

### CHALLENGES

#### Adapting to Changing Business Practices

With anticipated and ever changing business practices it is of utmost importance to stay ahead of the curve. The ability to facilitate proof of delivery and chain of custody are two examples of how transportation and logistics service providers are adapting to the changing business practices.

#### Competitive Advantage

Research forecasts that e-commerce will be a \$2.4 trillion industry by 2018. As a result, there is a corresponding demand and significant growth possibility for transportation and logistics solution providers to offer last mile delivery services. The opportunity to capitalize on this growing market is largely

based on utilizing a cost effective and functional information technology solution.

#### Surge in Fuel Cost

With the inevitable rising cost of fuel, efficient routing of drivers is an important part of keeping budgets in check. It is critical to control and diminish transportation costs by maximizing the number of stops a driver makes and minimizing the time the driver spends driving, back tracking or obtaining route directions. Route optimization is often obtained by grouping deliveries geographically to reduce drive intervals that would save on both time and fuel costs.

### BENEFITS

#### Business Processes

A range of industries that solution providers service require increasing regulatory oversight of the items in their care. ShipTrack can be instrumental in establishing a chain of custody in situations where the business practices require this. The ShipTrack signed electronic proof of delivery enables delivery confirmation to automatically be returned to the source.

#### Control Fuel Cost

The ShipTrack logistics management platform electronically processes incoming delivery orders, assigns routes based on delivery address and allocates to the specific driver based on the defined route. ShipTrack increases efficiency with features including automatic route planning and driver dispatch, turn-by-turn directions and immediate re-routing capabilities. With the ShipTrack dynamic route management and automatic dispatching, vehicles spend less time traveling between deliveries translating into reduced fuel costs.

#### Easy-To-Use

The ShipTrack mobile driver app provides an intuitive, easy-to-use work load management and tracking capability. The ShipTrack administration panel provides process automation for delivery route optimization, order management/distribution, GPS tracking and several other business functions that result in reduced fuel consumption and faster deliveries.

#### Scalability

ShipTrack is a proven cost-effective logistics management platform that includes all of the functionality and benefits that businesses need. The ShipTrack cloud includes virtually unlimited scalability, operates globally and is based on a pay-as-you grow pricing model.

